

Message Text

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TO AMEMBASSY BUDAPEST

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E.O. 11652: N/A

TAGS: BEXP, HU

SUBJ: EXECUTIVE LEVEL TRADE MISSION

1. IN AN EFFORT TO OPTIMIZE IMPACT FOR MISSION PARTICIPANTS, COMMERCE REQUESTS EMBASSY REVIEW MATERIAL HEREIN AND PREPARE INTRODUCTORY HUNGARIAN LANGUAGE LETTER FOR AMBASSADOR'S SIGNATURE TO APPROPRIATE GOH MINISTER(S). THE LETTER SHOULD CONTAIN NOTIFICATION OF THE MEMBERS PARTICIPATION IN THE TRADE MISSION; PROVIDE BACKGROUND INFORMATION ABOUT THE FIRM AS SHOWN BELOW; NOTIFICATION OF THE ADVANCE OFFICER INTEREST IN CONDUCTING PERSONAL INTERVIEWS TO COORDINATE MISSION MEETINGS; A REQUEST FOR INFORMATION THAT WILL GUIDE EACH PARTICIPANT IN MAKING EFFECTIVE PRESENTATIONS; AND ENCOURAGE FOLLOW-UP SUCH AS DIRECT REPLY TO MISSION MEMBER.

2. MR. ANTON G. KETTEL, EXECUTIVE VICE PRESIDENT OF PFIZER WILL BE UNACCOMPANIED BY OTHER PFIZER PERSONNEL DURING HIS TWO DAYS OF SCHEDULED INTERVIEWS ON APRIL 8 AND 9, 1974. THE FOLLOWING WAS PROVIDED BY PFIZER FOR THE INTRODUCTORY LETTER: "PFIZER INC. PFIZER'S FOUNDING DATES BACK TO THE YEAR 1849 IN BROOKLYN, NEW YORK, WHEN TWO YOUNG GERMAN EMIGRANTS FORMED A PARTNERSHIP AS MANU-
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FACTURING CHEMISTS. TODAY PFIZER IS A DIVERSIFIED MULTI-

NATIONAL COMPANY WITH SALES IN 1973 OF \$1.28 BILLION AND EARNINGS IN 1973 OF \$120.7 MILLION. PFIZER HAS BEEN A PIONEER IN THE DEVELOPMENT OF FERMENTATION PROCESSES FOR THE PRODUCTION OF A VARIETY OF PHARMACEUTICALS AND FINE CHEMICALS, BEGINNING WITH THE FIRST COMMERCIAL PRODUCTION OF CITRIC ACID BY FERMENTATION IN 1923. DURING WORLD WAR II, THE COMPANY WAS CALLED UPON BY THE U.S. GOVERNMENT TO PLAY A LEADING ROLE IN THE DEVELOPMENT OF PENICILLIN PRODUCTION TECHNIQUES AND IN THE EARLY 1940'S SUCCESSFULLY DEVELOPED FERMENTATION PROCESSES FOR THE LARGE-SCALE PRODUCTION OF PENICILLIN AND BECAME THE LARGEST PRODUCER OF PENICILLIN IN THE U.S. TODAY PFIZER IS ONE OF THE FOREMOST RESEARCH BASED COMPANIES AND MANUFACTURES AND SELLS A WIDE VARIETY OF PHARMACEUTICALS, AGRICULTURAL, CHEMICAL, CONSUMER AND OTHER PRODUCTS INCLUDING THE RECENTLY ADDED HOWMEDICA HEALTH CARE PRODUCTS. THE COMPANY HAS MANUFACTURING PLANTS IN THE U.S. AND IN 33 OTHER COUNTRIES, WITH SALES ORGANIZATIONS ESTABLISHED IN OVER 60 COUNTRIES AND MAJOR RESEARCH FACILITIES IN THE U.S., GREAT BRITIAN AND FRANCE. THE COMPANY'S PRINCIPAL OFFICES ARE MAINTAINED AT 235 EAST 42ND STREET, NEW YORK, NEW YORK, 10017, TELEPHONE (212) 573-2323. "THE COMPANY'S EUROPEAN OPERATIONS ARE MANAGED BY PFIZER EUROPE WHICH IS HEADQUARTERED IN BRUSSELS, AT RUE DU MOULIN A PAPIER, 55, 1160 BRUSSELS/BELGIUM, TELEPHONE 738000. PFIZER IS INTERESTED IN EXPANDING ITS BUSINESS IN HUNGARY PARTICULARLY REGARDING ITS PHARMACEUTICAL PRODUCTS THROUGH EITHER DIRECT SALES, AGENCY AGREEMENTS, LICENSING ARRANGEMENTS, JOINT VENTURES OR DISTRIBUTORSHIPS. PFIZER WOULD LIKE TO HAVE ITS MEMBER OF THE EXECUTIVE MISSION, ANTON G. KETTEL, MEET WITH THOSE INDIVIDUALS AND ORGANIZATIONS WHICH ARE INVOLVED IN THE PROCURING OR PRODUCTION OF PHARMACEUTICAL PRODUCTS IN HUNGARY."

3. NARRATIVES REMAINING MEMBERS TO FOLLOW SEPARATE CABLES.

4. COMMERCE SENDING 20 COPIES GENERAL PRODUCE BROCHURES EACH COMPANY VIA AIR POUCH SEPARATELY. KISSINGER

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